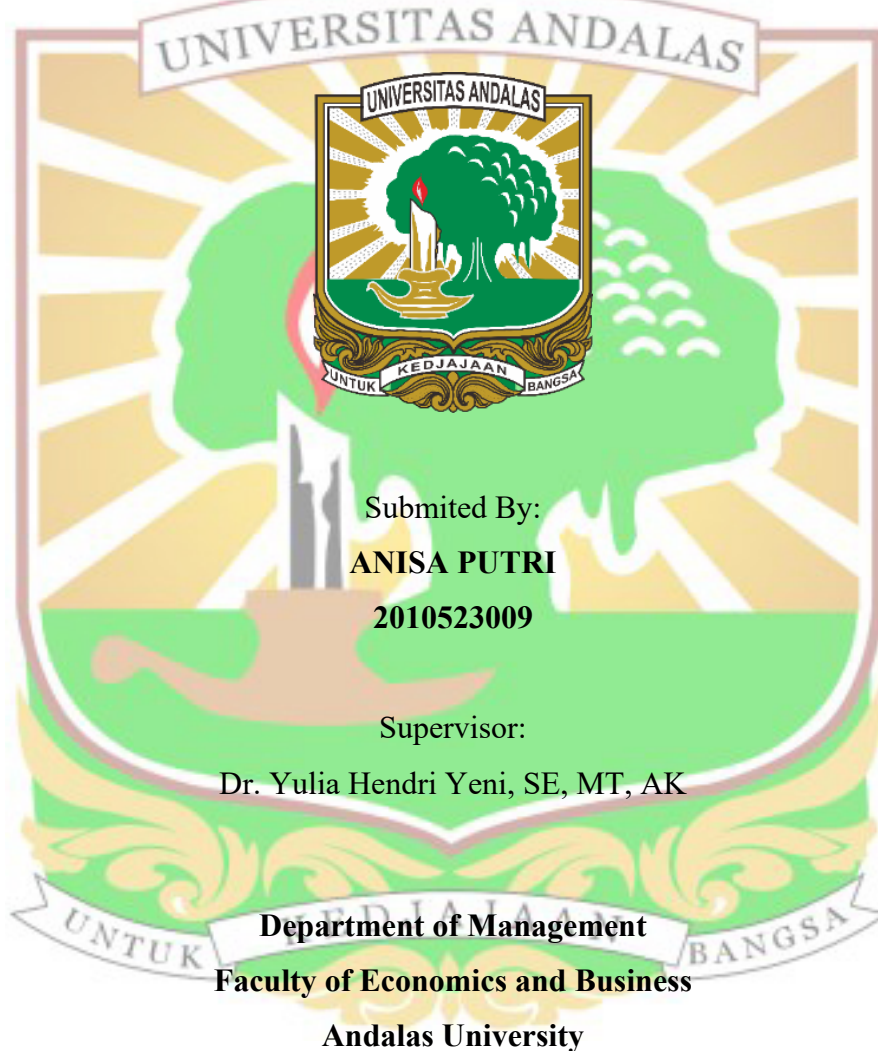


ANTECEDENT OF INTENTION TO BRING A REUSABLE BAG FOR SHOPPING
(The study of Gen Z Behaviour in Padang City)

THESIS

Submitted as One of the Requirements for Bachelor Degree in Management Department in
Economics and Business Faculty of Andalas University



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Antecedent Of Intention to Bring a Reusable Bag For Shopping

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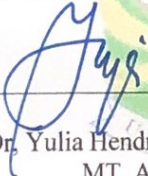


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ABSTRACT

Antecedent of intention to bring a reusable bag for shopping of gen z behaviour in padang city , This research uses a quantitative approach and tests hypotheses with a The total sample was 160 people distributed using online survey techniques with a purposive sampling method. That The data was processed using the SEM application with SmartPLS 4.0. This research aims to determine how Gen Z intends to bring reusable bags for shopping with the aim of reducing plastic waste, especially plastic bags. This study found that Green Attitude has a positive and significant effect on bringing intention. Subjective norm has a positive and significant effect on bring intention. Perceived behaviour control has a positive and significant effect on bringing intention. Environmental Concern has a positive and significant effect on bringing intention of gen Z in Padang City bring a reusable bag for shopping


Keywords: *Green Attitude , Subjective Norm , perceived behaviour Control , Environmental Concern, Bring Intention*

This thesis is already examined and passed on November 9th, 2023. This abstract already approved by supervisor and examiners:

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